

**CLAIMS AS AMENDED APRIL 2008**

What is claimed is:

1. (Currently Amended) A financial services consumer contact management system device comprising:
  - a first forum oriented to consumers and offering the services of at least one team of financial service professionals;
  - a first communication connection allowing a consumer to provide to the first forum at least one consumer contact for the team of financial service professionals, the consumer contact consisting of specific contact information and general financial information;
  - a receiving module receiving able to receive the first consumer contact, separate the specific contact information and the general financial information of the first consumer contact, and forward the general financial information to the team of financial service professionals;
  - a second communication connection allowing the team of financial service professionals to provide to the first forum a response to the forwarding of the first consumer contact;
  - a monitoring module receiving able to receive the response, and forward the specific contact information to the team of financial professionals;
  - a professional management module able to maintaining a database of accurate contact management statistics; and
  - a statistical reporting module providing such database of statistical data to the team.

2. (Currently Amended) The financial services consumer contact management system device of claim 1, wherein the first forum further comprises a computer network; and wherein the first and second communications connections further comprise electronic messages.
3. (Currently Amended) The system device of claim 1, wherein the database of accurate contact management statistics provided to the team of financial services professionals further comprises data selected from the group consisting of: indication of whether a particular consumer contact has been viewed, indication of whether a response to a particular contact has occurred, time of a consumer contact, time of the response to a consumer contact, time from a consumer contact to viewing of that consumer contact, time from a consumer contact to response to that consumer contact, and combinations thereof.
4. (Currently Amended) The system device of claim 1, wherein the database of accurate contact management statistics provided to the team of financial services professionals further comprises data selected from the group consisting of: number of contacts viewed, percentage of contacts viewed, number of offers sent, percentage of total contacts to which offers have been sent, number of consumer responses, percentage of offers which received consumer responses, percentage of offers accepted, percentage of offers declined, number of offers accepted, number of offers declined, statistical time to view contact, statistical time for response to contact, statistical time for consumer review of

offer, statistical time for consumer response to offer, statistical response time, statistical time for entire process, number of requests for additional information, percentage of responses leading to requests for additional information, number of contacts converted to actual loan applications, percentage of contacts converted to actual loan applications, number of actual closings, percentage of contacts converted to actual closings, and combinations thereof.

5. (Currently Amended) The system device of claim 4, wherein the statistical time further comprises one member selected from the group consisting of: average times, mode times, median times, maximum times, minimum times, standard deviations of times.
6. (Currently Amended) The system device of claim 4, wherein the team of financial services professionals further comprises one member selected from the group consisting of: a single company, a single individual, a plurality of financial services professionals grouped under a single leader, financial services professionals located in a single office, financial services professionals belonging to a more than one company, and combinations thereof.
7. (Currently Amended) The system device of claim 1, wherein such database of contact statistics allow collection of comparative statistics between teams.

8. (Currently Amended) The system device of claim 7, wherein such comparative statistics between teams further comprise: comparative statistics for a single consumer contact.
9. (Currently Amended) The system device of claim 7, wherein such comparative statistics between teams further comprise: comparative statistics for a plurality of consumer contacts.
10. (Currently Amended) The system device of claim 1, wherein such statistical reporting module provides only blind information to the team.
11. (Original) A method for financial service professional teams to manage consumer contacts, comprising the steps of:
  - a) offering a first forum offering the services of at least one such financial professional team to consumers, such forum offering consumers the ability to generate at least one consumer contact for such financial service professionals;
  - b) receiving the consumer contact from such a consumer on behalf of the financial service professional team, the consumer contact comprising both specific contact information and general financial inquiry information;
  - c) separating the specific contact information from the general financial inquiry information;
  - d) forwarding to such financial service professional team the general financial inquiry information;

- e) awaiting a confirmation that such financial service professional team has responded to such consumer contact; and
- f) after the confirmation, forwarding to such financial service professional team the specific contact information;
- g) maintaining a database of accurate contact statistics; and
- h) forwarding the accurate contact statistics to such financial service professional team.

12. (Original) The method of step 11, wherein the step e) of awaiting a confirmation that such financial service professional has responded to such contact further comprises:

- e1) providing to such financial service professional the ability to respond to such contact;
- e2) receiving from such financial service professional such response; and
- e3) forwarding such response to the consumer.